

1994 COMMUNITY EVENT MARKETING AS OF 3/1/94

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
CHINESE AMERICAN EXPO Section 54 Region 5 Marlboro	2/5/06 S = 10am-7pm Su = 10am-7pm	Mary Wong Marketing Manager Chinese Consumer Yellow Pages Name Generation = 5,000 Incentives = 400 6 People 9 Hours 108 Hours	Pomona, CA Pomona Fairplex 525 S. San Gabriel Blvd. San Gabriel, CA 91776 PM Contact - Jose Fontanez Field Sales Contact - Rick Wilhelms Trade Marketing Director - Mary Schroeder Trade Marketing Promotion Manager - Greg Dowell	\$10,500 [1993-\$12,000]	100,000	- On-Site Store Sale Activities - Name Generation/Kiosks - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent
LITTLE SAIGON TET FESTIVAL Section 54 Region 5 Marlboro	2/11-13 F = 10am-11pm S = 10am-10pm Su = 10am-10pm	Leo Unh Ngo President NGO & Associates 9353 Bolsa Avenue, Ste.KK29 Name Generation = 5,000 Incentives = 400 8 People 10 Hours 240 Hours	Westminster, CA Asian Village on Bolsa Avenue Westminster, CA 92683 714/569-6235 714/840-2800 - Fax	\$10,000 [1993-\$15,000]	300,000	- Brand Ad in Program Journal - On-Site Store Sale Activities - Name Generation/Kiosks - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent
			PM Contact - Jose Fontanez Field Sales Contact - Rick Wilhelms Trade Marketing Director - Mary Schroeder Trade Marketing Promotion Manager - Greg Dowell			

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EVENT	DATE/TIME	PROMOTER/CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
CALLE OCHO FESTIVAL	3/13	Jose L. Marban	Miami, FL	\$40,270	1,700,000	- Marlboro Music Hispanic Concert
Section 24	Su = 10am-7pm	Executive Director	S.W. 8th Street	[1993-\$30,600]		- Supersite Stage Sponsorship
Region 2		Kiwanis Club of Little Havana	between 4th & 8th Avenue			- Name Generation/Kiosks
Marlboro/Concert			1312 S.W. 27th Avenue			- Co-sponsorship with Kraft General Foods, Miller Beer and Oscar Mayer
Name Generation = 15,000	Showtime: 12pm - 7 pm	Miami, FL 33145 305/644-8888				- On-Site Store Sale Activities
Incentives = 2,200		305/644-8693 - Fax				- Major Brand Visibility via On-Site Banner/Signage Placement
35 People						- Retail Pack Promotion
8 Hours						- Store Sale Tent
335 Hours						
Eight Year		PM Contact - Jose Fontanez Field Sales Contact - Wade Lott Trade Marketing Director - Ross Webster Trade Marketing Promotion Manager - Beth Egan				
BLACK EXPO USA	3/19-20	Jerry Roebuck	Memphis, TN	\$9,000	25,000	- Brand Ad in Program Journal
Section 31	S = 11am-10pm	Chairman/Founder				- Name Generation/Kiosks
Region 3	Su = 11am-9pm	Black Expo USA				- On-Site Store Sale Activities
Benson & Hedges		One Georgia Center 600 West Peachtree Street, N.W. Suite 400				- Major Brand Visibility via On-Site Banner/Signage Placement
Name Generation = 3,000		Atlanta, GA 30308 404/892-2815				- Store Sale Exhibit Booth
Incentives =		404/892-8612 - Fax				
6 People						
11 Hours						
132 Hours						
First Year		PM Contact - Jose Fontanez Field Sales Contact - Tony Johnson Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield				

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
FESTIVAL NORTEÑO Section 52 Region 5 Marlboro Name Generation = Incentives = People Hours Hours First Year	4/9-10 S= 12pm-11pm Su= 12pm-8pm 213/856-5153 PM Contact - Jose Fontanez Field Sales Contact -Barry Anderson Trade Marketing Director - Mary Schroeder Trade Marketing Promotion Manager - Greg Dowell	Fernando Favela Vice President Sales & Marketing Continental Communications 6834 Hollywood Blvd. Suite 300 Los Angeles, CA 90028 213/464-2668 - Fax	Phoenix, AZ Arizona State Fairgrounds	\$10,000	100,000	- On-Site Store Sale Activities - Name Generation/Kiosks - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent
LA SEMANA ALEGRE Section 36 Region 3 Marlboro Name Generation = 10,000 Incentives = 7 People 8 Hours 511 Hours Eighth Year	4/15-23 F= 6pm-11pm S= 6pm-11pm Su= 6pm-11pm M= 6pm-11pm T= 6pm-11pm W= 6pm-11pm Th= 6pm-11pm 210/494-9477 - Office 210/494-8687 - Home 210/494-9673 - Hotline 210/494-9673 - Fax	Bill Lee President La Semana Alegre, Inc. 1719 Summerwood San Antonio, TX 78232-2334	San Antonio, TX Joe Freeman Coliseum and Fairgrounds	\$45,000 [1994-\$45,000]	350,000	- On-Site Store Sales Activities - Name Generation/Kiosks - Major Brand Visibility via On-Site Banner/Placement - Store Sale Tent
		PM Contact - Jose Fontanez Field Sales Contact - John Love Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield				

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EVENT	DATE/TIME	PROMOTER/CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
BLACK EXPO USA Section 23 Region 2 Benson & Hedges	4/16-17 S = 11am-10pm Su = 11am-9pm	Jerry Roebuck Chairman/Founder Black Expo USA One Georgia Center 600 West Peachtree Street, N.W. Suite 400 Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax	Atlanta, GA Georgia World Congress Center	\$9,000 [1993-\$5,600]	50,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Exhibit Booth
Name Generation = 3,000 Incentives = 6 People 11 Hours 132 Hours Fifth Year		PM Contact - Jose Fontanez Field Sales Contact - Lance Jones Trade Marketing Director - Ross Webster Trade Marketing Promotion Manager - Beth Egan				
TEXAS LIVE Section 36 Region 3 Benson & Hedges	4/24 S= 12pm-11pm	Stuart H. Dill President Refugee Management Inc. 1025 16th Avenue South Suite 300 Nashville, TN 37212 615/329-1546 615/320-0387 - Fax	San Antonio, TX Hemisfair Park	\$10,000	50,000	- Name Generation/Kiosks - Store Sale Tent - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Co-sponsorship with Miller Beer
Name Generation = Incentives = 10 People 12 Hours 120 Hours First Year		PM Contact - Jose Fontanez Field Sales Contact - John Love Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield				

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EVENT	DATE/TIME	PROMOTER/CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
LOS TEMERARIOS CONCERT/DANCE	4/30	Henry Cardenas	Chicago, IL	\$100,000	20,000	- Marlboro Music Hispanic Concert
Section44	S= 7pm-2am	Cardenas/Fernandez	International			- Name Generation/Kiosks
Region 4		Associates Inc.	Amphitheater			- Major Brand Visibility via On-Site Banner/Placement
		1254 North Wells				- Retail Ticket Offer Program
Marlboro/Concert	Showdate: 4/30	Chicago, IL 60610				
	Showtime: 7pm	312/944-7272				
Name Generation =		312/944-7710 - Fax				
Incentives =						
20 People						
8 Hours						
160 Hours						
	PM Contact - Jose Fontanez					
First Year	Field Sales Contact - Lezlie Dawson					
	Trade Marketing Director - Rick Bucciarelli					
	Trade Marketing Promotion Manager - Jim Braun					
TEJANO DAY FESTIVAL	5/1	Bernabe Somoza	Galveston, TX	\$3,500	30,000	- On-Site Store Sales Activities
Section 36	Su= 1pm-10pm	Anahuac Entertainment	Galveston County			- Name Generation/Kiosks
Region 3		Corporation	Fairgrounds			- Store Sale Tent
		1900 West Loop South #88f Entertainment Arena				- Major Brand Visibility via On-Site Banner/Placement
Marlboro		Houston, TX 77027				
	713/629-8590					
Name Generation =	713/629-4707 - Fax					
Incentives =						
People						
Hours						
Hours						
	PM Contact - Jose Fontanez					
First Year	Field Sales Contact - John Love					
	Trade Marketing Director - T.C. Richards					
	Trade Marketing Promotion Manager - Nick Camfield					

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
CINCO DE MAYO	5/1	Fernando Favela	Albuquerque, NM	\$5,000	50,000	- On-Site Store Sales Activities - Name Generation/Kiosks - Major Brand Visibility via On-Site Banner/Placement - Store Sale Tent
Section 35	Su = 12pm-6pm	Vice President	Albuquerque Civic			
Region 3		Sales & Marketing	Plaza			
Marlboro		Continental Communications				
		6834 Hollywood Blvd.				
		Suite 300				
Name Generation =		Los Angeles, CA 90028				
Incentives =		213/856-5153				
People		213/464-2668 - Fax				
Hours						
Hours						
First Year		PM Contact - Jose Fontanez				
		Field Sales Contact - James Paddock				
		Trade Marketing Director - T.C. Richards				
		Trade Marketing Promotion Manager - Nick Camfield				
L.A. FIESTA BROADWAY	5/1	Peter Bellas	Los Angeles, CA	\$25,000	800,000	- Marlboro Music Hispanic Concert
Section 54	Su = 9am - 6pm	CEO, Sales & Marketing	Between Broadway & [1993-\$25,000]			- On-Site Store Sales Activities
Region 5		All Access Entertainment	Olympic			- Name Generation/Kiosks
Marlboro/Concert		2130 Sawtelle Blvd. #307				- Major Brand Visibility via On-Site Banner/Placement
	Showtime: 12 noon	Los Angeles, CA 90025				- Co-sponsorship with Kraft
		- 6 pm 310/914-8315				General Foods and Oscar Mayer
Name Generation = 6,000		310/914-8308				
Incentives =		310/914-8310 - Fax				- Store Sale Tent
12 People						
8 Hours						
108 Hours						
Third Year		PM Contact - Jose Fontanez				
		Field Sales Contact - Rich Wilhelms				
		Trade Marketing Director - Mary Schroeder				
		Trade Marketing Promotion Manager - Greg Dowell				

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
MEMPHIS IN MAY/BARBECUE Section 31 Region 3 Marlboro	5/6-08 F = 4pm-11pm S = 4pm-11pm Su = 4pm-11pm	Deanie Parker Memphis in May 245 Wagner Street Memphis, TN 38103 901/525-4611 901/525-4686 - Fax	Memphis, TN Beale Street Thom Lee Park	\$20,000 [1993-\$20,000]	100,000	<ul style="list-style-type: none"> - Sponsorship of BBQ Cook-Off - Name Generation/Kiosks - Major Brand Visibility via On-Site Banner/Signage Placement - On-site Store Sale Activities - Co-sponsorship with Kraft - Store Sale Tent
Name Generation = 5,000 Incentives = 6 People 8 Hours 150 Hours						
Sixth Year		PM Contact - Jose Fontanez Field Sales Contact - Tony Johnson Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield				
EAST END FESTIVAL Section 36 Region 3 Marlboro	5/7-08 S= 10am-7pm Su= 12pm-7pm	Richard B. Faubion President Rotary Club of Harrisburg C/O Keith Distributing 5401 Bell Houston, TX 77023 713/923-2323 713/923-4364 - Fax	Houston, TX Guadalupe Square	\$5,000	70,000	<ul style="list-style-type: none"> - On-Site Store Sale Activities - Name Generation/Kiosks - Store Sale Tent - Major Brand Visibility via On-Site Banner/Signage Placement - Co-sponsorship with Miller Beer
Name Generation = Incentives = People Hours Hours						
First Year		PM Contact - Jose Fontanez Field Sales Contact - John Love Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield				

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EVENT	DATE/TIME	PROMOTER/CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
BLACK EXPO USA Section 14 Region 1 Benson & Hedges Name Generation = 3,000 Incentives = 6 People 11 Hours 132 Hours Fifth Year	5/14-15 S = 11am-10pm Su = 11am-9pm Name Generation = 3,000 Incentives = 6 People 11 Hours 132 Hours Fifth Year	Jerry Roebuck Chairman/Founder Black Expo USA One Georgia Center 600 West Peachtree Street, N.W. Suite 400 Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax PM Contact - Jose Fontanez Field Sales Contact - Pete Paoli Trade Marketing Director - Rick King Trade Marketing Promotion Manager - Joe Copeland	Philadelphia, PA Philadelphia Civic Center One Georgia Center 600 West Peachtree Street, N.W. Suite 400 Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax PM Contact - Jose Fontanez Field Sales Contact - Pete Paoli Trade Marketing Director - Rick King Trade Marketing Promotion Manager - Joe Copeland	\$9,000 [1993-\$5,600]	40,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent
BLACK EXPO USA Section 36 Region 3 Benson & Hedges Name Generation = 3,000 Incentives = 6 People 11 Hours 132 Hours Fifth Year	5/21-22 S = 11am-10pm Su = 11am - 9pm Name Generation = 3,000 Incentives = 6 People 11 Hours 132 Hours Fifth Year	Jerry Roebuck Chairman/Founder Black Expo USA One Georgia Center 600 West Peachtree Street, N.W. Suite 400 Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax PM Contact - Jose Fontanez Field Sales Contact - John Love Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield	Houston, TX George R. Brown Convention Center One Georgia Center 600 West Peachtree Street, N.W. Suite 400 Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax PM Contact - Jose Fontanez Field Sales Contact - John Love Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield	\$9,000 [1993-\$5,600]	40,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
CARNAVAL SAN FRANCISCO Section 53 Region 5 Marlboro	5/28-29 S = 11am-7pm Su = 11am-7pm	Roberto Y. Hernandez President & CEO MECA 2899 24th Street San Francisco, CA 94110 415/826-1401 Name Generation = 6,000	San Francisco, CA Harrison Street between 16th and 21st Streets 415/824-2242 - Fax	\$15,000	400,000	- Name Generation/Kiosks - Store Sale Tent - On-Site Store Sales Activities - Major Brand Visibility via On-Site Banner/Signage Placement
Incentives = 12 People 8 Hours 216 Hours		PM Contact - Jose Fontanez Field Sales Contact - Greg Kendall Trade Marketing Director - Mary Schroeder Trade Marketing Promotion Manager - Greg Dowell				
SUMMER LIGHTS FESTIVAL Section 23 Region 2 Marlboro	6/2-05 Th= 5pm-12am F= 11am-12am S= 12pm-12am Su= 12pm-10pm	Lisa D. Dean Corporate Account Manager Greater Nashville Arts Foundation Summerlights 400 Broadway - Ste 300 Nashville, TN 37203 615/726-1875 615/361-6359 - Fax	Nashville, TN Downtown Nashville [1993-\$25,000]	\$25,000	400,000	- Major Stage Sponsorship - Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent
Name Generation = 7,000 Incentives = 9 People 8 Hours 297 Hours		PM Contact - Jose Fontanez Field Sales Contact - Lance Jones Trade Marketing Director - Ross Webster Trade Marketing Promotion Manager - Beth Egan				
Fifth Year						

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EVENT	DATE/TIME	PROMOTER/CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
BLACK EXPO USA Section 13 Region 1	6/3-06 F = 11am-10pm S = 11am-9pm Su= 11am-10pm	Jerry Roebuck Chairman/Founder Black Expo USA One Georgia Center	New York, NY Jacob K. Javits Convention Center	\$9,000 [1993-\$5,600]	150,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent
Benson & Hedges	M = 11am-10pm	600 West Peachtree Street, N.W. Suite 400 Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax				
Name Generation = 5,000 Incentives = 6 People 11 Hours 198 Hours		PM Contact - Jose Fontanez Field Sales Contact - Alan Berlin Trade Marketing Director - Rick King Trade Marketing Promotion Manager - Joe Copeland				
MIAMI/BAHAMAS GOOMBAY Section 24 Region 2	6/3-05 F= 9am-7pm S = 9am-7pm Su = 9am-7pm	Billie Rolle Executive Director Miami/Bahamas Goombay	Miami, FL Coconut Grove Grand Avenue 555 NE 15th Street Miami, FL 33132 305/445-8292 305/372-9967 - Fax	\$15,000 [1993-\$14,000]	375,000	- Name Generation/Kiosks - Major Brand Visibility via On-Site Banner/Signage Placement - On-Site Store Sale Activities - Store Sale Tent
Benson & Hedges		PM Contact - Jose Fontanez Field Sales Contact - Wade Lott Trade Marketing Director - Ross Webster Trade Marketing Promotion Manager - Beth Egan				
Name Generation = 5,000 Incentives = 6 People 10 Hours 120 Hours						
Eighth Year						

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
OKLAHOMA CITY RED EARTH Section 33 Region 3 Marlboro	6/10-12 F= 10am-7pm S= 10am-7pm Su= 10am-7pm	Christy Alcott Event Director Oklahoma City Red Earth Inc Center P.O. Box 25866 Oklahoma City, OK 75125 405/427-5228 405/427-8079 - Fax	Oklahoma City, OK Myriad Convention Center	\$10,000 [1993-\$10,000]	160,000	- Brand Ad in Program Journal - Name Generation/Kiosks - Major Brand Visibility via On-Site Banner/Signage Placement - On-Site Store Sale Activities - Store Sale Tent
Name Generation = 5,000 Incentives = 6 People 9 Hours 168 Hours						
Fourth Year		PM Contact - Jose Fontanez Field Sales Contact - Steve Vasquez Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield				
116TH STREET FESTIVAL Section 13 Region 1 Marlboro	6/11 S= 12pm-9pm	Nick Lugo, Jr. President National Hispanic Impact Marketing 159 East 116th Street New York, NY 10029 212/289-3871 212/348-4469 - Fax	New York, NY Between 110th- 118th Streets and First to Park Avenue	\$10,000	100,000	- Name Generation/Kiosks - On-Site Banner/Signage - On-Site Store Sales Activities - Store Sale Tent
Name Generation = Incentives = People Hours Hours						
First Year		PM Contact - Jose Fontanez Field Sales Contact - Alan Berlin Trade Marketing Director - Rick King Trade Marketing Promotion Manager - Joe Copeland				

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
CARNAVAL LATINO Section 32 Region 3 Marlboro	6/17-19 F= Golf S= 12pm-10pm Su= 12pm-10pm	Nick Chetta Hispanic Heritage Foundation & City of New Orleans Orleans 612 Gravier Street New Orleans, LA 70112 504/486-6431 504/488-8882-Office 504/488-8977 - Fax John Cosgrove: 504/488-8882	New Orleans, LA SuperDome	\$15,000 [1993-\$15,000]	150,000	<ul style="list-style-type: none"> - Name Generation/Kiosks - Major Brand Visibility via On-Site Banner/Signage Placement - On-Site Store Sale Activities - Store Sale Tent
Name Generation = 5,000 Incentives = 6 People 8 Hours 144 Hours Fourth Year		PM Contact - Jose Fontanez Field Sales Contact - Wade Cashion Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield				
HISPANIC WEEK IN LAWRENCE Section 11 Region 1 Marlboro	6/17-19 F= 6pm-12am S= 11am-12am Su= 1pm-11pm	Alcides Diaz President Hispanic Week in Lawrence P.O. Box 1142 Lawrence, MA 01840 508/681-4905	Lawrence, MA Champagne Commons	\$3,000 [1993-\$5,000]	100,000	<ul style="list-style-type: none"> - Name Generation/Kiosks - On-Site Signage/Banner Placement - On-Site Store Sale Activities - Store Sale Tent
Name Generation = 5,000 Incentives = 6 People 11 Hours 168 Hours Fourth Year		PM Contact - Jose Fontanez Field Sales Contact - Alan Berlin Trade Marketing Director - Rick King Trade Marketing Promotion Manager - Joe Copeland				

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
JUNTEENTH FESTIVAL	6/18-19	Char Holland	Dallas, TX	\$5,000	50,000	- Name Generation/Kiosks - Store Sale Tent - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement
Section 35	S = 10am-10pm	Char Land Communication	Texas Stadium			
Region 3	Su = 10am-10pm	2832 Grove View Drive Suite 167				
Benson & Hedges		Dallas, TX 75233				
Name Generation =						
Incentives =						
6 People						
11 Hours						
132 Hours						
First Year		PM Contact - Jose Fontanez Field Sales Contact - James Paddock Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield				
BLACK EXPO USA	6/18-19	Jerry Roebuck	Cleveland, OH	\$9,000	40,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent
Section 41	S = 11am-10pm	Chairman/Founder		[1993-\$5,600]		
Region 4	Su = 11am-9pm	Black Expo USA One Georgia Center 600 West Peachtree Street, N.W. Suite 400				
Benson & Hedges		Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax				
Name Generation = 3,000						
Incentives =						
6 People						
11 Hours						
132 Hours						
Third Year		PM Contact - Jose Fontanez Field Sales Contact - Tom Wilhelms Trade Marketing Director - Rick Buccarelli Trade Marketing Promotion Manager - Jim Braun				

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
BLACK EXPO USA	6/25-26	Jerry Roebuck	Detroit, MI	\$9,000	40,000	- Brand Ad in Program Journal
Section 42	S = 11am-10pm	Chairman/Founder		[1993-\$5,600]		- Name Generation/Kiosks
Region 4	Su = 11am-9pm	Black Expo USA One Georgia Center 600 West Peachtree Street, N.W. Suite 400				- On-Site Store Sale Activities
Benson & Hedges						- Major Brand Visibility via On-Site Banner/Signage Placement
Name Generation = 3,000			Atlanta, GA 30308			- Store Sale Tent
Incentives =			404/892-2815			
6 People			404/892-8612 - Fax			
11 Hours						
132 Hours						
Second Year		PM Contact - Jose Fontanez				
		Field Sales Contact - Gerry James				
		Trade Marketing Director - Rick Bucciarelli				
		Trade Marketing Promotion Manager - Jim Braun				
FREEDOM WEEKEND ALOFT	7/1-04	Keri Hall	Greenville, SC	\$10,000	150,000	- On-Site Store Sale Activities
Section 22	F= 3pm-11pm	Event Director	Donaldson Industry	[1993-\$10,000]		- Name Generation/Kiosks
Region 2	S= 6am-11pm	Freedom Weekend Aloft Inc. Park				- Signage/Banner Placement
Marlboro	Su= 12pm-11pm	1355 S. Main St. LL1				- Sweepstake Activities
	M= 6am-11pm	Greenville, SC 29601				- Store Sale Tent
Name Generation = 7,500		803/232-3700				
Incentives =		803/271-9339 - Fax				
6 People						
9 Hours						
222 Hours						
Fourth Year		PM Contact - Jose Fontanez				
		Field Sales Contact - Robert Priddy				
		Trade Marketing Director - Ross Webster				
		Trade Marketing Promotion Manager - Beth Egan				

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
INDIANA BLACK EXPO	7/3-04	Rev. C.R. Williams	Indianapolis, IN	\$25,000 - Corp.	325,000	- Name Generation/Kiosks
Section 43	S = 10am-9pm	President	Hoosier Dome/Exhibit Contribution			- Brand Ad in Program Journal
Region 4	M = 10am-9pm	Indiana Black Expo Inc.		[1993-\$20,000]		- On-Site Store Sale Activities
Benson & Hedges		3130 Sutherland Avenue Indianapolis, IN		Corp. Contr.; \$65,000-Talent]		- Retail Pack Promotion (TBD)
		317/925-2702				- Store Sale Tent
Name Generation = 7,000						- Major Brand Visibility via On-Site Banner/Signage Placement
Incentives =						
8 People						
12 Hours						
168 Hours						
		PM Contact - Jose Fontanez				
Second Year		Field Sales Contact - Gary Salvato				
		Trade Marketing Director - Rick Bucciarelli				
		Trade Marketing Promotion Manager - Jim Braun				
CHICAGO BLACK EXPO	7/8-10	Rev. Bernard Taylor	Chicago, IL	\$5,000	100,000	- Name Generation/Kiosks
Section 44	F = 10am-9pm	333 N. Michigan Avenue	McCormick Expo Ctr	[1993-\$5,000]		- Brand Ad in Program Journal
Region 4	S = 10am-9pm	Suite 2121				- On-Site Store Sale Activities
Benson & Hedges	Su = 10am-9pm	Chicago, IL 60601				- Retail Pack Promotion
		312/201-1235				- Store Sale Tent
Name Generation = 3,000						
Incentives =						
6 People						
11 Hours						
204 Hours						
		PM Contact - Jose Fontanez				
Fifth Year		Field Sales Contact - Lezlie Dawson				
		Trade Marketing Director - Rick Bucciarelli				
		Trade Marketing Promotion Manager - Jim Braun				

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
RUAN GREATER DES MOINES Section 33 Region 3 Marlboro	7/8-10 F= 11am-5pm S= 10am-6pm Su = 10am-6pm	Connie Klug, Mktg. Dir. Greater Ruan Grand Prix 2215 Ingersoll Avenue Des Moines, IA 50312 Contact-Tina Thompson 515/243-5515	Des Moines, IA Downtown Des Moines [1993-\$7,500]	\$7,500	100,000	- Brand Ad in Program Journal - Name Generation/Kiosks - Major Brand Visibility Via On-Site Banner/Signage Placement - On-Site Store Sale Activities - Store Sale Tent
Name Generation = 5,000 Incentives = People Hours Hours						
Fourth Year		PM Contact - Jose Fontanez Field Sales Contact - Steve Vasquez Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield				
CARNAVAL DE PATERSON Section 13 Region 1 Marlboro	7/10 Su= 12pm-9pm	Nick Lugo Jr. President National Hispanic Impact Marketing 159 East 116th Street New York, NY 10029 212/289-3871 212/348-4469 - Fax	Paterson, NJ Memorial Drive from Market Street to Broadway	\$10,000 [1993-\$29,000]	100,000	- Name Generation/Kiosks - On-Site Banner/Signage - On-Site Store Sale Activities - Store Sale Tent
Name Generation = 5,000 Incentives = 6 People 11 Hours 72 Hours						
Second Year		PM Contact - Jose Fontanez Field Sales Contact - Alan Berlin Trade Marketing Director - Rick King Trade Marketing Promotion Manager - Joe Copeland				

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
HISPANIC WORLDS FAIR	7/16-17	Daniel Ramos	New York, NY	\$30,000	150,000	- On-Site Store Sales Activities
Section 13	S= 12pm-12am	President	Jacob Javits	[1993-\$30,000]		- Name Generation/Kiosks
Region 1	Su= 12am-9pm	FMH Ramos Group	Convention Center			- On-Site Banner/Signage Placement
Marlboro		22 Elizabeth Avenue Teanect, NJ 07666				- Co-sponsorship with Kraft
		201/837-0809				General Goods, Miller Beer and Oscar Mayer
Name Generation = 10,000						- Store Sale Tent
Incentives =						
10 People						
10 Hours						
210 Hours						
Thirteenth Year		PM Contact - Jose Fontanez Field Sales Contact - Alan Berlin Trade Marketing Director - Rick King Trade Marketing Promotion Manager - Joe Copeland				
VIVA MEXICO	7/20-21	Henry Cardenas	Chicago, IL	\$20,000	150,000	- Brand Ad in Journal
Section 44	W= 10am-10pm	Cardenas/Fernandez	Avery Field	[1993-\$20,000]		- Name Generation/Kiosks
Region 4	T= 10am-10pm	Associates Inc.				- On-Site Banner/Signage Placement
Marlboro		1254 North Wells Chicago, IL 60610				- On-Site Store Sales Activities
		312/944-7272				- Store Sale Tent
Name Generation = 7,500		312/944-7710 - Fax				
Incentives =						
6 People						
8 Hours						
102 Hours						
Eighth Year		PM Contact - Jose Fontanez Field Sales Contact - Lezlie Dawson Trade Marketing Director - Rick Bucciarelli Trade Marketing Promotion Manager - Jim Braun				

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
CHEYENNE FRONTIER DAYS	7/22-31	Del Peterson	Cheyenne, WY	\$18,000	400,000	- On-Site Store Sales
Section 52	F= 11am-12am	Cheyenne Frontier Days	Cheyenne Frontier Park	[1993-\$18,000]		- Name Generation/Kiosks
Region 5	S= 11am-12am	P.O. Box 2477				- On-Site Banner/Signage Placement
	Su= 11am-12am	Cheyenne, WY				- Brand Ad in Journal
Marlboro	M= 11am-12am	307/638-8592				- Major Rodeo Sponsorship Package
	T= 11am-12am					- Store Sale Tent
Name Generation = 15,000	W= 11am-12am					
Incentives =	Th= 11am-12am					
6 People						
8 Hours						
486 Hours						
Fifth Year		PM Contact - Jose Fontanez Field Sales Contact - Barry Anderson Trade Marketing Director - Mary Schroeder Trade Marketing Promotion Manager - Greg Dowell				
BLACK EXPO USA	7/23-24	Jerry Roebuck	Washington, D.C.	\$9,000	60,000	- Brand Ad in Program Journal
Section 21	S = 11am-10pm	Chairman/Founder	Washington D.C.	[1993-\$5,600]		- Name Generation/Kiosks
Region 2	Su = 11am-9pm	Black Expo USA	Convention Center			- On-Site Store Sale Activities
Benson & Hedges		One Georgia Center 600 West Peachtree Street, N.W. Suite 400				- Major Brand Visibility via On-Site Banner/Signage Placement
Name Generation = 3,000		Atlanta, GA 30308				
Incentives =		404/892-2815				
6 People		404/892-8612 - Fax				
11 Hours						
132 Hours						
Fifth Year		PM Contact - Jose Fontanez Field Sales Contact - Terry Hanson Trade Marketing Director - Ross Webster Trade Marketing Promotion Manager - Beth Egan				

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EVENT	DATE/TIME	PROMOTER/CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
BLACK EXPO USA	7/30-31	Jerry Roebuck	Oakland, CA	\$9,000	30,000	- Brand Ad in Program Journal
Section 53	S = 11am-10pm	Chairman/Founder	Oakland Convention Center	[1993-\$5,600]		- Name Generation/Kiosks
Region 5	Su = 11am-9pm	Black Expo USA	One Georgia Center			- On-Site Store Sale Activities
Benson & Hedges			600 West Peachtree Street, N.W.			- Major Brand Visibility via On-Site Banner/Signage Placement
			Suite 400			- Store Sale Tent
Name Generation = 3,000			Atlanta, GA 30308			
Incentives =			404/892-2815			
6 People			404/892-8612 - Fax			
11 Hours						
132 Hours						
Fifth Year		PM Contact - Jose Fontanez				
		Field Sales Contact - Greg Kendall				
		Trade Marketing Director - Mary Schroeder				
		Trade Marketing Promotion Manager - Greg Dowell				
TEJANO SUPERFEST	8/4	Bertha Perez	Houston, TX	\$5,000	100,000	- On-Site Store Sales Activities
Section 36	Su= 12pm-9pm	BSP	Pasadena Club	[1993-\$15,000]		- Name Generation/Kiosks
Region 3		3319 West Creek	Fairgrounds			- On-Site Banner/Signage Placement
Marlboro		Missouri City, TX 77459				- Store Sale Tent
		713/499-3803				
Name Generation = 5,000						
Incentives =						
6 People						
10 Hours						
66 Hours						
Second Year		PM Contact - Jose Fontanez				
		Field Sales Contact - John Love				
		Trade Marketing Director - T.C. Richards				
		Trade Marketing Promotion Manager - Nick Camfield				

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EVENT	DATE/TIME	PROMOTER/CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
WISCONSIN STATE FAIR Section 45 Region 4 Marlboro/Concert Name Generation = 20,000 Incentives = 6 People 10 Hours 606 Hours Fourth Year	8/4-14 Th= 8am-11pm F= 8am-11pm S= 8am-11pm Su= 8am-11pm M= 8am-11pm T= 8am-11pm W= 8am-11pm	Mary Beth Carr Special Events Director Wisconsin State Fair Park Milwaukee/West Allis,WI 53214 414/266-7000 Showdate: TBD Showtime: TBD PM Contact - Jose Fontanez Field Sales Contact - Thomas McCarthy Trade Marketing Director - Rick Bucciarelli Trade Marketing Promotion Manager - Jim Braun	Milwaukee, WI	\$0 - Talent [1993-\$12,500]	600,000	- Marlboro Music Concert - Name Generation/Kiosks - On-Site Store Sales Activities - On-Site Banner/Signage Placement - Brand Ad in Journal - Store Sale Tent
WE COUNTRY MUSIC FESTIVAL Section 45 Region 4 Marlboro Name Generation = 7,500 Incentives = 6 People 12 Hours 222 Hours Fifth Year	8/5-07 F= 10am-10pm S= 10am-10pm Su=10am-10pm 218/847-1681 218/847-0533	Jeffrey A. Krueger We Fest, Inc. P.O. Box 1227 Detroit Lakes, MN 56501 PM Contact - Jose Fontanez Field Sales Contact - Thomas McCarthy Trade Marketing Director - Rick Bucciarelli Trade Marketing Promotion Manager - Jim Braun	Detroit Lakes, MN Soo Pass Ranch	\$25,000 [1993-\$25,000]	100,000	- Brand Ad in Journal - Name Generation/Kiosks - On-Site Banner/Signage Placement - On-Site Store Sales Activities - Store Sale Tent

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
PAN AMERICAN Section 44 Region 4 Marlboro Name Generation = 7,500 Incentives = 6 People 8 Hours 102 Hours	8/6-07 S= 10am-10pm Su= 10am-10pm	Henry Cardenas Cardenas/Fernandez Associates Inc. Chicago, IL 60610 1254 North Weiss 312/944-7272 312/944-7710 - Fax	Avery Field	\$20,000 [1993-\$75,000]	150,000	- Brand Ad in Program Journal - On-Site Store Sales - Name Generation/Kiosks - On-Site Banner/Signage Placement - Store Sale Tent
Eighth Year MEMPHIS BLUES FESTIVAL Section 31 Region 3 Benson & Hedges/Concert Name Generation = 3,000 Incentives = 6 People 8 Hours 54 Hours	8/13 S = 1pm-11pm	PM Contact - Jose Fontanez Field Sales Contact - Leslie Dawson Trade Marketing Director - Rick Buccarelli Trade Marketing Promotion Manager - Jim Braun Fred Jones President Summit Management Corporation Showtime: 1pm - 11pm 555 Beale Street Memphis, TN 38103 901/526-9300	Memphis, TN Tom Lee Park	\$55,000 [1993-\$10,000]	40,000	- Benson & Hedges Blues and Blues and Rhythm Concert - Name Generation/Kiosks - On-Site Store Sales Activities - On-Site Signage/Placement - Store Sale Tent
Fourth Year		PM Contact - Jose Fontanez Field Sales Contact - Tony Johnson Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield				

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EVENT	DATE/TIME	PROMOTER/CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
MONTANA FAIR Section 51 Region 5 Marlboro/Concert Name Generation = Incentives = 6 People 12 Hours 576 Hours First Year	8/13-20 S= 10am-10pm Su= 10am-10pm M= 10am-10pm T= 10am-10pm W= 10am-10pm Th= 10am-10pm F= 10am-10pm PM Contact - Jose Fontanez Field Sales Contact - Mike Pfeil Trade Marketing Director - Mary Schroeder Trade Marketing Promotion Manager - Greg Dowell	Bill Chlesa, CFE General Manager Metra Park P.O. Box 2514 Billings, MT 59103 *UPS, Fed Ex Address 308 Sixth Avenue N. Billings, MT 59101 406/256-2444	Billings, MO Metra Park	\$75,000 - Talent [1993-\$75,000]	237,480	- Marlboro Music Concert - On-Site Store Sales Activities - Name Generation/Kiosks - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent
KENTUCKY STATE FAIR Section 43 Region 4 Marlboro Name Generation = 25,000 Incentives = 6 People 8 Hours 534 Hours Fifth Year	8/18-28 Th= 10am-10pm F= 10am-10pm S= 10am-10pm Su= 10am-10pm M= 10am-10pm T= 10am-10pm W= 10am-10pm PM Contact - Jose Fontanez Field Sales Contact - Greg Salvato Trade Marketing Director - Rick Bucciarelli Trade Marketing Promotion Manager - Jim Braun	Peg Harrigan Kentucky State Fair 937 Phillips Lane Louisville, KY 40209 502/367-5000	Louisville, KY	\$23,000 [1993-\$23,000]	750,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Store Sales Activities - On-Site Banner/Signage Placement - Store Sale Tent

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
MISSOURI BLACK EXPO Section 31 Region 3 Benson & Hedges Name Generation = Incentives = 6 People 11 Hours 204 Hours First Year	8/19-21 F = 4pm-10pm S = 10pm-10pm Su = 12pm-8pm St. Louis, MO 63110 314/533-3435 314/727-0626 314/533-3211 - Fax	Thomas R. Bailey, Jr. President Missouri Black Expo 5100 Oakland Avenue Suite 219 PM Contact - Jose Fontanez Field Sales Contact - Tony Johnson Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield	St. Louis, MO Convention Center at American Center	\$2,000	50,000	- Name Generation/Kiosks - Store Sale Tent - On-Site Store Sales Activities - On-Site Banner/Signage Placement
AFRICAN WORLD FESTIVAL Section 42 Region 4 Benson & Hedges Name Generation = 5,000 Incentives = 6 People 11 Hours 204 Hours Sixth Year	8/19-21 F = 12pm-11pm S = 12pm-11pm Su = 12pm-11pm Detroit, MI African World Festival 1553 W. Grand Blvd. Detroit, MI 48201 313/833-9800	Jim Wyatt African World Festival 1553 W. Grand Blvd. Detroit, MI 48201 313/833-9800	Detroit, MI [1993-\$20,000]	\$20,000 [1993-\$20,000]	150,000	- Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent
		PM Contact - Jose Fontanez Field Sales Contact - Gerry James Trade Marketing Director - Rick Bucciarelli Trade Marketing Promotion Manager - Jim Braun				

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
COLORADO STATE FAIR Section 52 Region 5 Marlboro/Concert Name Generation = Incentives = 6 People 12 Hours 1,224 Hours First Year BLACK EXPO USA Section 35 Region 3 Benson & Hedges Name Generation = 3,000 Incentives = 6 People 11 Hours 132 Hours Fifth Year	8/20-9/5 S= 12pm-11pm Su= 12pm-11pm M= 12pm-11pm T= 12pm-11pm W= 12pm-11pm Th= 12pm-11pm F= 12pm-11pm Showdate: TBD PM Contact - Jose Fontanez Field Sales Contact - Barry Anderson Trade Marketing Director - Mary Schroeder Trade Marketing Promotion Manager - Greg Dowell 8/27-28 S = 11am-10pm Su = 11am-9pm Name Generation = 3,000 Incentives = 6 People 11 Hours 132 Hours PM Contact - Jose Fontanez Field Sales Contact - James Paddock Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield	Jerry Robbe, CFE Colorado State Fair Fairgrounds Pueblo, CO 81004 719/561-8484 719/561-0283 - Fax Showtime: TBD Jerry Roebuck Chairman/Founder Black Expo USA One Georgia Center 600 West Peachtree Street, N.W. Suite 400 Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax	 \$0 - Talent Dallas, TX Dallas Convention Center [1993-\$5,600]	1,054,040 30,000	- Marlboro Music Concert - On-Site Store Sales Activities - Name Generation/Kiosks - Major Brand Visibility Via Banner/Signage Placement - Store Sale Tent - Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent	

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EVENT	DATE/TIME	PROMOTER/CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
AFRICAN AMERICAN HERITAGE Section 32 Region 3 Benson & Hedges Name Generation = Incentives = 6 People 11 Hours 204 Hours	8/31-9/4 S= 2pm-11pm Su= 2pm-11pm First Year	Betty L. Washington African Heritage Foundation 1683 N. Claiborne Avenue New Orleans, LA 70116 504/949-5610 504/246-1365 - Fax PM Contact - Jose Fontanez Field Sales Contact - Wade Cashion Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield	New Orleans, LA Loyola Avenue and Gotham Plaza Downtown PM Contact - Jose Fontanez Field Sales Contact - Wade Cashion Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield	\$10,000	150,000	- On-Site Store Sales Activities - Name Generation/Kiosks - On-Site Banner/Signage Placement - Store Sale Tent
FIESTA DE LAS FLORES Section 35 Region 3 Marlboro Name Generation = 15,000 Incentives = 6 People 10 Hours 240 Hours	9/2-05 F= 12pm-11pm S= 12pm-11pm Su= 12pm-11pm M= 12pm-9pm	Ricardo N. Trevizo President, Lulac 132 Fiesta De Las Flores 4110 Alameda El Paso, TX 79905 915/542-3464	El Paso, TX Hugo Meyer Field (Washington Park)	\$15,000	150,000	- On-Site Store Sales Activities - Name Generation/Kiosks - Major Brand Visibility Via On-Site Banner/Signage Placement - Co-sponsorship with Miller Beer and KGF
First Year		PM Contact - Jose Fontanez Field Sales Contact - James Paddock Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield				

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EVENT	DATE/TIME	PROMOTER/CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
HISPANIC FEST OF ELIZABETH Section 13 Region 1 Marlboro	9/3-05 S= 12pm-10pm Su= 12pm-10pm M= 12pm-10pm	Mr. Mel Acosta President Melly Mel Productions 5A High Street Elizabeth, NJ 07202 908/527-0687 Name Generation = 15,000 Incentives = 6 People 8 Hours 150 Hours	Elizabeth, NJ Main Avenue between [1993-\$20000] Madison & Passaic St 908/527-0390-Fax	\$20,000	350,000	- On-Site Store Sales Activities - Name Generation/Kiosks - On-Site Banner/Signage Placement - Store Sale Tent
Fifth Year		PM Contact - Jose Fontanez Field Sales Contact - Alan Berlin Trade Marketing Director - Rick King Trade Marketing Promotion Manager - Joe Copeland				
EL FIESTON Section 13 Region 1 Marlboro	9/4 S= 10am-6pm	Peter Bellas, CEO Sales & Marketing All Access Entertainment 2130 Sawtelle Blvd. Suite 307 Los Angeles, CA 90025 310/914-8315 310/914-8308 310/914-8310 - Fax	Rutherford, NJ Meadowlands	\$25,000	500,000	- On-Site Store Sales Activities - Name Generation/Kiosks - Major Brand Visibility via On-Site Banner/Placement - Store Sale Tent
Name Generation = Incentives = 12 People 8 Hours 108 Hours		PM Contact - Jose Fontanez Field Sales Contact - Alan Berlin Trade Marketing Director - Rick King Trade Marketing Promotion Manager - Joe Copeland				

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EVENT	DATE/TIME	PROMOTER/CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
TEJANO DAY FESTIVAL Section 36 Region 3 Marlboro	9/4 Su= 1pm-12am	Bernabe Somoza Anahuac Entertainment Corporation 713/629-8590 713/629-4707 - Fax	Laredo, TX Martin Field 1900 West Loop South #885 Houston, TX 77027	\$3,500	30,000	- On-Site Store Sales Activities - Name Generation/Kiosks - Store Sale Tent - Major Brand Visibility via On-Site Banner/Placement
Name Generation = Incentives = People Hours Hours			PM Contact - Jose Fontanez Field Sales Contact - John Love Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield			
First Year L.A. COUNTY FAIR Section 54 Region 5 Marlboro/Concert	9/9-10/2 F= 12pm-11pm S= 12pm-11pm Su= 12pm-11pm M= 12pm-11pm T= 12pm-11pm W= 12pm-11pm Th= 12pm-11pm	Casaundra Johnson Sales Representative L.A. County Fair & Exposition Complex P.O. Box 2250 Pomona, CA 91769 909/623-3111 909/865-3602 - Fax	Pomona, CA Fairplex	\$0-Talent	1,200,000	- Marlboro Music Concert - On-Site Store Sale Activities - Name Generation/Kiosks - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent
Name Generation = Incentives = 6 People 12 Hours 1,728 Hours		Showdate: 9/10	Showtime: 8pm			
Third Year		PM Contact - Jose Fontanez Field Sales Contact - Rick Wilhelms Trade Marketing Director - Mary Schroeder Trade Marketing Promotion Manager - Greg Dowell				

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
GWINNETT COUNTY FAIR	9/14-23	Mr. Hugh F. Snell	Snellville, GA	\$4,000	400,000	- On-Site Store Sale Activities - Name Generation/Kiosks - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent
Section 23	W= 12pm-11pm	President, Fair Association	County Fairgrounds	[1993-\$4,000]		
Region 2	Th= 12pm-11pm	Gwinnett County Fair				
Marlboro	F= 12pm-11pm	1547 Fair Oaks Lane				
	S= 12pm-11pm	Snellville, GA 30278				
Name Generation =	M= 12pm-11pm	404/972-4725 or				
Incentives =	T= 12pm-11pm	404/963-6522				
6 People						
8 Hours						
480 Hours						
Fourth Year		PM Contact - Jose Fontanez				
		Field Sales Contact - Lance Jones				
		Trade Marketing Director - Ross Webster				
		Trade Marketing Promotion Manager - Beth Egan				
BLACK EXPO USA	9/16-18	Jerry Roebuck	Charlotte, NC	\$9,000	30,000	- Benson & Hedges Blues and Rhythm Concert
Section 22	S = 11am-10pm	Chairman/Founder				
Region 2	Su = 11am-9pm	Black Expo USA				
Benson & Hedges/Concert	Showdate: 9/16	One Georgia Center				
		600 West Peachtree Street, N.W.				
Name Generation = 3,000	Showtime: 8pm -	Suite 400				
Incentives =	11pm	Atlanta, GA 30308				
6 People		404/892-2815				
11 Hours		404/892-8612 - Fax				
132 Hours						
First Year		PM Contact - Jose Fontanez				
		Field Sales Contact - Robert Priddy				
		Trade Marketing Director - Ross Webster				
		Trade Marketing Promotion Manager - Beth Egan				

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
EXPO FAIR Section 13 Region 1 <i>Marlboro</i> Name Generation = Incentives = People Hours Hours	9/16-18 F= 12pm-8pm S= 12pm-8pm Su= 12pm-8pm Name Generation = Incentives = People Hours Hours	Nick Lugo, Jr. President National Hispanic Impact Marketing 159 East 116th Street New York, NY 10029 212/289-3871 212/348-4469 - Fax	New York, NY NY Armory; Park Avenue & 66th St 159 East 116th Street New York, NY 10029	\$10,000	50,000	- Name Generation/Kiosks - On-Site Banner/Signage - On-Site Store Sales - Store Sale Tent
Fifth Year <i>Marlboro/Concert</i> Name Generation = Incentives = 6 People 12 Hours 1,224 Hours		PM Contact - Jose Fontanez Field Sales Contact - Alan Berlin Trade Marketing Director - Rick King Trade Marketing Promotion Manager - Joe Copeland				
STATE FAIR OF OKLAHOMA Section 34 Region 3 <i>Marlboro/Concert</i> Name Generation = Incentives = 6 People 12 Hours 1,224 Hours	9/16-10/2 F= 12pm-11pm S= 12pm-11pm Su=12pm-11pm M= 12pm-11pm T= 12pm-11pm W= 12pm-11pm Th=12pm-11pm	Scott Munz Manager Promotion and Special Events State Fair of Oklahoma P.O. Box 74943 Oklahoma City, OK 74943 405/948-6700 Showdate: TBD Showtime: TBD	Oklahoma City, OK State Fairgrounds	\$0 - Talent	1,200,000	- Marlboro Music Concert - On-Site Store Sales - Name Generation/Kiosks - Major Brand Visibility Via On-Site Banner/Signage Placement - Store Sale Tent
Third Year		PM Contact - Jose Fontanez Field Sales Contact - Steve Vasquez Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield				

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EVENT	DATE/TIME	PROMOTER/CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
NORTH GEORGIA STATE FAIR Section 23 Region 2 Marlboro Name Generation = 20,000 Incentives = 6 People 8 Hours 480 Hours Third Year	9/22-10/1 Th= 4pm-11pm F= 4pm-12am S= 4pm-12am Su= 4pm-10pm M= 4pm-11pm T= 4pm-11pm W= 4pm-11pm	Todd Miller Manager North Georgia State Fair Cobb County Fair Association P.O. Box 777 Kennesaw, GA 30144 404/423-1330	Marietta, GA 2245 Calloway Road [1993-\$6,000]	\$6,000	400,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Banner/Signage Placement - On-Site Store Sales Activities - Store Sale Tent
VIRGINIA STATE FAIR Section 21 Region 2 Marlboro/Concert Name Generation = 20,000 Incentives = 6 People 8 Hours 534 Hours Fifth Year	9/22-10/2 Th= 10am-10pm F= 10am-10pm S= 10am-10pm Su= 10am-10pm M= 10am-10pm T= 10am-10pm W= 10am-10pm	Keith Hessey Vice President/Fair Manager Atlantic Rural Expo, Inc. P.O. Box 26805 Richmond, VA 23261 804/228-3200	Richmond, VA Virginia Fairgrounds 600 E. Laburnum Avenue	\$0 - Talent [1993-\$0]	500,000	- Marlboro Music Concert - Name Generation/Kiosks - On-Site Store Sales Activities - On-Site Banner/Signage Placement - Brand Ad in Program Journal - Store Sale Tent
		PM Contact - Jose Fontanez Field Sales Contact - Lance Jones Trade Marketing Director - Ross Webster Trade Marketing Promotion Manager - Beth Egan				
		Showdate: 9/30 Showtime: 7pm-10pm				
		PM Contact - Jose Fontanez Field Sales Contact - Terry Hanson Trade Marketing Director - Ross Webster Trade Marketing Promotion Manager - Beth Egan				

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EVENT	DATE/TIME	PROMOTER/CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
MID SOUTH FAIR Section 31 Region 3 Marlboro Name Generation = 20,000 Incentives = 6 People 8 Hours 582 Hours Sixth Year	9/23-10/2 F= 12pm-11pm S= 12pm-11pm Su= 12pm-11pm M= 12pm-11pm T= 12pm-11pm W= 12pm-11pm Th= 12pm-11pm	Sandra Ireland Mid South Fair/Libertyland Inc. 940 Early Maxwell Blvd. Memphis, TN 38104 901/274-8800	Memphis, TN Downtown	\$20,000 [1993-\$20,000]	500,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Banner/Signage Placement - On-Site Store Sales - Store Sale Tent PM Contact - Jose Fontanez Field Sales Contact - Tony Johnson Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield
ALOHA WEEK FESTIVAL Section 54 Region 5 Benson & Hedges Name Generation = Incentives = People Hours Hours First Year	9/24-25 F= 4pm-1am S= 11am-11pm	Janet Hyrne Executive Director Aloha Week Hawaii Inc. 1649 Kalakaua Avenue Suite 204 Honolulu, HI 96826 808/944-8857 808/941-4753 - Fax	Hawaii Mainland Downtown	\$12,000		- Name Generation/Kiosks - Store Sale Tent - On-Site Pack Sales Activities - On-Site Banner/Signage Placement PM Contact - Jose Fontanez Field Sales Contact - Rick Wilhelms Trade Marketing Director - Mary Schroeder Trade Marketing Promotion Manager - Greg Dowell

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
AMIGO AIRSHO	10/1-02	Michelle Luhrs	Ft. Bliss, TX	\$20,000	100,000	- On-Site Store Sales
Section 34	S= 9am-6pm	1014 N. Stanton	Biggs Army	[1993-\$35,000]		- Brand Ad in Program Journal
Region 3	Su= 9am-6pm	Suite 300				- Name Generation/Kiosks
Marlboro		El Paso, TX 79902 915/545-2864				- On-Site Stage Signage and Banner Placement
		915/544-6439				- On-Site Store Sale Activities
Name Generation = 5,000						- Co-sponsorship with Oscar Mayer, Kraft General Foods and Miller Beer
Incentives =						- Store Sale Tent
6 People						
8 Hours						
102 Hours						
Sixth Year		PM Contact - Jose Fontanez				
		Field Sales Contact - James Paddock				
		Trade Marketing Director - T.C. Richards				
		Trade Marketing Promotion Manager - Nick Camfield				
TEJANO DAY FESTIVAL	10/4	Bernabe Somoza	Roswell, NM	\$3,000	30,000	- On-Site Store Sales Activities
Section 35	Su= 1pm-10pm	Anahuac Entertainment Corporation	Rodeo Arena			- Name Generation/Kiosks
Region 3		1900 West Loop South #885				- Store Sale Tent
Marlboro		Houston, TX 77027				- Major Brand Visibility via On-Site Banner/Placement
		713/629-8590				
Name Generation =		713/629-4707 - Fax				
Incentives =						
People						
Hours						
Hours						
First Year		PM Contact - Jose Fontanez				
		Field Sales Contact - James Paddock				
		Trade Marketing Director - T.C. Richards				
		Trade Marketing Promotion Manager - Nick Camfield				

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
BLACK EXPO USA Section 54 Region 5 Benson & Hedges Name Generation = 4,000 Incentives = 6 People 11 Hours 132 Hours Fifth Year	10/8-09 S = 11am-10pm Su = 11am-9pm Name Generation = 4,000 Incentives = 6 People 11 Hours 132 Hours Fifth Year	Jerry Roebuck Chairman/Founder Black Expo USA One Georgia Center 600 West Peachtree Street, N.W. Suite 400 Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax PM Contact - Jose Fontanez Field Sales Contact - Rick Wilhelms Trade Marketing Director - Mary Schroeder Trade Marketing Promotion Manager - Greg Dowell	Los Angeles, CA LA Convention Center One Georgia Center 600 West Peachtree Street, N.W. Suite 400 Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax PM Contact - Jose Fontanez Field Sales Contact - Rick Wilhelms Trade Marketing Director - Mary Schroeder Trade Marketing Promotion Manager - Greg Dowell	\$9,000 [1993-\$5,600]	60,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent
DISCOVERY OF AMERICA Section 24 Region 2 Benson & Hedges Name Generation = 5,000 Incentives = 7 People 10 Hours 77 Hours Fourth Year	10/9 Su = 11am-9pm Name Generation = 5,000 Incentives = 7 People 10 Hours 77 Hours Fourth Year	Eloy Vazquez Executive Director Hispanic Heritage Council, Inc. 4011 W. Flagler Street Suite 505 Miami, FL 33134 305/541-5023 PM Contact - Jose Fontanez Field Sales Contact - Wade Lott Trade Marketing Director - Ross Webster Trade Marketing Promotion Manager - Beth Egan	Miami, FL Bay Front Park 4011 W. Flagler Street Suite 505 Miami, FL 33134 305/541-5023 PM Contact - Jose Fontanez Field Sales Contact - Wade Lott Trade Marketing Director - Ross Webster Trade Marketing Promotion Manager - Beth Egan	\$10,000 [1993-\$10,000]	100,000	- Brand Ad in Program - On-Site Store Sale Activities - Name Generation/Kiosks - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent

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EVENT	DATE/TIME	PROMOTER/CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
SOUTH CAROLINA STATE FAIR	10/13-23	Gary Goodman	Columbia, SC	\$12,000	560,000	- On-Site Store Sales
Section 22	Th= 10am-12am	South Carolina State Fair	State Fairgrounds	[1993-\$12,000]		- Name Generation/Kiosks
Region 2	F= 10am-12am		1200 Rosewood Drive			- Brand Ad in Program Journal
	S= 10am-12am		Columbia, SC			- On-Site Banner/Signage
Marlboro	Su= 12pm-8pm		803/799-3387			Placement
	M= 10am-12am					- Store Sale Tent
Name Generation = 20,000	T= 10am-12am					
Incentives =	W= 10am-12am					
6 People						
8 Hours						
486 Hours						
		PM Contact - Jose Fontanez				
Fifth Year		Field Sales Contact - Robert Priddy				
		Trade Marketing Director - Ross Webster				
		Trade Marketing Promotion Manager - Nick Camfield				
NORTH CAROLINA STATE FAIR	10/14-23			\$10,000	300,000	- On-Site Store Sales
Section 22	F=					- Name Generation/Kiosks
Region 2	S=					- On-Site Banner/Signage
	Su=					Placement
Marlboro	M=					- Brand Ad in Program Journal
	T=					- Store Sale Tent
Name Generation = 15,000	W=					
Incentives =	Th=					
6 People						
8 Hours						
486 Hours						
		PM Contact - Jose Fontanez				
First Year		Field Sales Contact - Robert Priddy				
		Trade Marketing Director - Ross Webster				
		Trade Marketing Promotion Manager - Nick Camfield				

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EVENT	DATE/TIME	PROMOTER/CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
BLACK EXPO USA Section 24 Region 2 Benson & Hedges Name Generation = 3,000 Incentives = 6 People 11 Hours 132 Hours First Year	10/15-16 S = 11am-10pm Su = 11am-9pm Name Generation = 3,000 Incentives = 6 People 11 Hours 132 Hours First Year	Jerry Roebuck Chairman/Founder Black Expo USA One Georgia Center 600 West Peachtree Street, N.W. Suite 400 Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax PM Contact - Jose Fontanez Field Sales Contact - Wade Lott Trade Marketing Director - Ross Webster Trade Marketing Promotion Manager - Beth Egan	Ft. Lauderdale, FL [1993-\$5,600]	\$9,000 [1993-\$5,600]	30,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent
ARIZONA STATE FAIR Section 52 Region 5 Marlboro/Concert Name Generation = Incentives = 6 People 12 Hours 1,296 Hours Fifth Year	10/20-11/6 Th= 10am-10pm F= 10am-10pm S= 10am-10pm Su= 10am-10pm M= 10am-10pm T= 10am-10pm W= 10am-10pm Showdate: 10/20 Showtime: 7pm-10pm	Martin Dickey Director of Marketing Arizona State Fair P.O. Box 6728 1826 W. McDowell Road 602/252-6771 602/495-1302 - Fax 602/495-1302 - Fax 10am-10pm PM Contact - Jose Fontanez Field Sales Contact - Barry Anderson Trade Marketing Director - Mary Schroeder Trade Marketing Promotion Manager - Greg Dowell	Phoenix, AZ Fairgrounds [1993-\$100,000]	\$0 - Talent [1993-\$100,000]	938,073	- Marlboro Music Concert - On-Site Store Sales - Name Generation/Kiosks - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent

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EVENT	DATE/TIME	PROMOTER/CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
PERFECT COMBINATION Section 13 Region 1 Marlboro/Concert	10/22 S= 8am-1am Showtime: 8pm	Henry Cardenas Cardenas/Fernandez & Associates Inc. 1254 North Wells	New York, NY Madison Square Garden Chicago, IL 606010	\$100,000 [1993-\$100,000]	18,500	- Marlboro Music Hispanic - Name Generation/Kiosks - Brand Ad in Program Journal - Major Brand Visibility Via On-Site Stage Signage and Banner Placement - Retail Ticket Offer Program
Name Generation = 7,000 Incentives = 20 People 6 Hours 140 Hours			312/944-7272 312/944-7710 - Fax			
Second Year		PM Contact - Jose Fontanez Field Sales Contact - Alan Berlin Trade Marketing Director - Rick King Trade Marketing Promotion Manager - Joe Copeland				
BLACK EXPO USA Section 21 Region 2 Benson & Hedges/Concert	10/28-30 S = 11am-10pm Su = 11am-9pm	Jerry Roebuck Chairman/Founder Black Expo USA	Richmond, VA Richmond Center One Georgia Center 600 West Peachtree Street, N.W.	\$9,000 [1993-\$5,600]	40,000	- Benson & Hedges Blues and Rhythm Concert - Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent
Name Generation = 3,000 Incentives = 6 People 11 Hours 132 Hours	Showdate: 10/28 Showtime: 8pm - 11pm	Suite 400 404/892-2815 404/892-8612 - Fax				
Second Year		PM Contact - Jose Fontanez Field Sales Contact - Terry Hanson Trade Marketing Director - Ross Webster Trade Marketing Promotion Manager - Beth Egan				

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EVENT	DATE/TIME	PROMOTER/CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
LIGHT UP ORLANDO FESTIVAL Section 24 Region 2 Marlboro Name Generation = 5,000 Incentives = 6 People 8 Hours 54 Hours	11/12 S= 4pm-12am	Buffy Paulauski Executive Director Light Up Orlando Inc. 25 S. Magnolia Avenue Orlando, FL 32801 407/648-4010 407/648-5187 - Fax	Orlando, FL Downtown Orlando [1993-\$15,000]	\$15,000	100,000	- On-Site Store Sales - Name Generation/Kiosks - On-Site Stage Signage and Banner Placement - Brand Ad in Program Journal - On-Site Store Sale Activities - Main Stage Signage - Store Sale Tent
Fifth Year		PM Contact - Jose Fontanez Field Sales Contact - Wade Lott Trade Marketing Director - Ross Webster Trade Marketing Promotion Manager - Beth Egan				
BLACK EXPO USA Section 31 Region 3 Benson & Hedges Name Generation = 3,000 Incentives = 6 People 11 Hours 132 Hours	11/19-20 S = 11am-10pm Su = 11am-9pm	Jerry Roebuck Chairman/Founder Black Expo USA One Georgia Center 600 West Peachtree Street, N.W. Suite 400 Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax	Kansas City, MO	\$9,000	30,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent
First Year		PM Contact - Jose Fontanez Field Sales Contact - Steve Vasquez Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield				

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
ALAMODOME BAILE TEJANO Section 36 Region 3 Marlboro/Concert Name Generation = 15,000 Incentives = 20 People 8 Hours 160 Hours Second Year	12/3 S= 2pm-10pm Showtime: 2pm - 10pm PM Contact - Jose Fontanez Field Sales Contact - John Love Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield	Glenn Smith Glenn Smith Presents, Inc. P.O. Box 700608 San Antonio, TX 78270 210/438-3800 210/438-3850	San Antonio, TX Alamodome	\$75,000 [1993-\$75,000]	100,000?	<ul style="list-style-type: none"> - Marlboro Music Hispanic Concert - Brand Ad in Program Journal - Name Generation/Kiosks - Major Brand Visibility via On-Site Banner/Signage Placement - On-Site Store Sale Activities - Store Sale Tent - Co-sponsorship with Miller Beer

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